

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dwight Allen Merriman et al. Art Unit : 3714
Serial No. : 10/798,342 Examiner : Ronald Laneau
Filed : March 12, 2004 Confirmation No.: 5601
Notice of Allowance Date: July 26, 2010
Title : METHOD OF DELIVERY OF TARGETING, AND MEASURING
ADVERTISING OVER NETWORKS

MAIL STOP ISSUE FEE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF ALLOWANCE

In response to the Notice of Allowance mailed July 26, 2010, enclosed is a completed issue fee transmittal form PTOL-85b. Payment in the amount of \$1810 for the issue fee (\$1510) and the publication fee (\$300) is made concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. Please apply any other charges or any credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 25 october 2010

/George P. Bonanto/
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